

 HERE is always one by which the rest are measured. In the magazine world, that one has always been and is to-day THE CENTURY. Ask writers where their best productions are first offered; ask editors which magazine they would rather conduct; ask public men where articles carry most influence; ask artists where they would prefer to be represented; ask the public what magazine is the first choice among people of real influence, and the answer to each question is the same:

THE CENTURY.